

CITY OF EL PASO, TEXAS
DEPARTMENT HEAD'S SUMMARY REQUEST FOR COUNCIL ACTION (RCA)

DEPARTMENT: **Museums and Cultural Affairs**

AGENDA DATE: **11/01/05**

CONTACT PERSON/PHONE: **Quality of Life Services, Deborah Hamlyn, (915) 541-4242**

DISTRICT(S) AFFECTED: **All**

SUBJECT:

APPROVE: Confirm the appointment of the Director for Museum and Cultural Affairs

BACKGROUND / DISCUSSION:

This position is currently vacant and the need to fill it is vital to provide administrative direction and supervision to the Museum and Cultural Affairs Department.

PRIOR COUNCIL ACTION:

No

AMOUNT AND SOURCE OF FUNDING:

Position has been budgeted for FY/06. Account # 55010299-01101-55000

BOARD / COMMISSION ACTION:

Enter appropriate comments or N/A

N/A

*******REQUIRED AUTHORIZATION*******

LEGAL: (if required) _____

FINANCE: (if required) _____

OTHER: _____

(Example: if RCA is initiated by Purchasing, client department should sign also)

Information copy to appropriate Deputy City Manager

APPROVED FOR AGENDA:

CITY MANAGER: _____

DATE: _____

MOTION

November 1, 2005

Motion made, seconded and carried that Yolanda Alameda be appointed Director of Museums and Cultural Affairs, effective November 30, 2005 at an annual salary of \$109,000, car allowance, relocation expenses based on the lowest of two bids, and other negotiated items to be specified later.

Richarda Duffy Momsen
City Clerk

YOLANDA R. ALAMEDA

[REDACTED]
[REDACTED]
[REDACTED]

EDUCATION

Master's International Degree in Public Administration
1998, Rutgers, The State University of New Jersey, Camden, NJ

Bachelor of Arts, Psychology/Criminal Justice
1985, North Texas State University, Denton, TX

**PROFESSIONAL
EXPERIENCE**

City of Dallas

**Assistant Director - Office of Cultural Affairs
August 1999 – Present**

Responsible to the Director for the supervision of both programmatic and administrative functions of the Office of Cultural Affairs, as outlined by the City of Dallas Cultural Policy:

- Assist in administering a budget of \$13m, which includes four (4) grant programs; cultural facilities management - development and maintenance; public art program; cable access; cultural tourism initiative and the Arts Endowment.
- Supervise six (6) professional and support employees.
- Assist in monitoring the city's Public Art program that includes a collection of art valued at over \$20m.
- Manage the department's technology systems to ensure appropriate, effective and efficient use.
- Initiate programs to reach under served populations in the city, and identifying program opportunities and strategies that encourage community and economic development.
- Serving as multiple committees and board in an advisory capacity; and develop and maintain partnerships with other public and private institutions to promote the arts as an integral part of the community.
- Managed the Office of Cultural Affairs process to revise the Cultural Policy, complete a Community Cultural Plan and open the Latino Cultural Center.

**Cultural Programs Coordinator - Office of Cultural Affairs
May 1996 – August 1999**

Responsible for community arts development; the development and implementation of funding programs; the production of marketing tools; and served as a liaison to Latino artists, arts organizations and community groups.

- Implemented a three-year Latino Arts Initiative to provide greater access to city funding for Latino artists, arts and cultural organizations and community groups.
- Identified and implemented a community cultural facility - the "Ice House Cultural Center" in an under-served Latino community that serves as an arts incubator, performance, exhibition and workshop facility.
- Designed and implemented the Youth Entrepreneurial Program, together with the Park and Recreation Department, which was a pilot program for at-risk-youth that provided arts related training in public art maintenance, mural production, video production, framing along with small business development concepts.
- Prepared grants to secure funding from private foundations to implement the Latino Arts Initiative, Ice House Cultural Center and Youth Entrepreneurial Program.
- Managed the design and implementation of a cultural tourism initiative to market the arts and cultural resources of the city to the tourism industry, including the development of a website: www.dallasculture.org

United States Peace Corps

Volunteer - St. Kitts/St. Lucia, Eastern Caribbean

July 1993 – August 1995

- **Assistant Training Coordinator**

St. Lucia

May 1995 – August 1995

Planned and monitored training programs; developed competencies, prepared resource materials, conducted meetings, and supervised the development of module designs; conducted training sessions for staff, and volunteers.

- **Community Development Volunteer**

St. Kitts

July 1993 – May 1995

Established community based programs in response to community needs; supervised community volunteers; obtained small-scale funding, administered and managed funds, and submitted reports; conducted research, compiled reports for Government and non-governmental organizations, and designed and implemented training seminars.

Rutgers, The State University of New Jersey

Graduate Fellow

The Center for Strategic Urban Community Leadership

July 1992 – April 1993

Managed the development of a leadership-training program for urban minority leaders; including curriculum development, fund raising, research, and supervision of student interns.

City Volunteer Corps, New York, NY

September 1989 – July 1992

- **Trainer/Consultant**

October 1991- July 1992

Participated on a team to implement a comprehensive youth training program for at-risk youth 16-21; conducted training sessions on basic life skills and how to be an effective community volunteer; coordinated physical training program, and assisted in outdoor group initiatives.

- **Field Supervisor**

September 1989 – July 1991

Supervised teams of inner city youth on volunteer projects aimed at improving the community; participated in the development and implementation of life-skills curriculum for youth; and facilitated sessions on a variety of life skills topics.

YMCA of Metropolitan Dallas

**Outreach Services Director - Community Services Branch
February 1987 – September 1989**

Supervised the Outreach Services Department including the administration of \$100,000 budget, grant funded programs and outreach programs in under served communities. Organized education awareness presentations, implemented crisis intervention programs, and day camp/after school programs; recruited and trained staff and volunteers; served as a community liaison, organized committee meetings, disseminated program information, and coordinated special events.

**PROFESSIONAL
AFFILIATIONS &
DEVELOPMENT**

Task Force Member, Mayan Exhibit
Dallas Museum of Art
2005

Family Initiative-Community Access, Co-Chair
Big Thought/Arts Partners
Dallas, TX
2005

Planning Committee Member – Latinos Read
Mi Esquelita
Dallas, TX
2003

Irving Arts Center
Program Evaluator
Irving, TX
February 2002

National Endowment for the Arts (NEA)
Panel Member, Multidisciplinary/Organizational Capacity
Washington, DC
August 2001

Cultural Arts Council of Houston and Harris County
Panel Member, Museum and Theater Districts Category
Houston, TX
June 2001

Texas Commission on the Arts
Arts, Education and Technology Symposium, Task Force Member
Austin, TX
March 2001

ArtsPartners
Arts-in-Education Super Day, Expert Commentator/Panelist
Dallas, TX

February 2001

National Association of Latino Arts and Culture
Member
January 2001-Present

Collaborations Advisory Committee, Member
Center for Nonprofit Management
Dallas, TX
1999-2001

Texas Commission on the Arts, Chair
Community Development Panel
Austin, TX
1999-2000

City of San Antonio-Office of Cultural Affairs
Panelist
1999